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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Inventors:	Emily Chien, et al.	Docket No.	40655.1300
Serial No.:	09/834,478	Filing Date:	April 13, 2001
Group Art Unit:	3689	Examiner:	Dennis William Ruhl
Title:	A SYSTEM AND METHOD FOR USING LOYALTY POINTS	Confirmation No.:	2560

AMENDMENT AND REPLY

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the Final Office Action dated December 29, 2008, of which this Reply is within two months, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 27 of this paper.